



AOT in Action

TOURISM WORKS FOR ARIZONA!

Issue 139 – December 26, 2006

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good morning,

I hope everyone had a great holiday weekend and was able to spend time with family and friends. I want to wish everyone a happy new year and all the best for 2007. If you have friends and family in town, be sure to check out www.arizonaguide.com for a full calendar of holiday events and great ideas of what to do around the state.

Have a great week.

Margie A. Emmermann Director Arizona Office of Tourism

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Teamwork for Effective Arizona Marketing (TEAM) FY 2008 Certification Workshops – SAVE the DATE

The Arizona Office of Tourism is pleased to present our FY 2008 Teamwork for Effective Arizona Marketing (TEAM) Certification workshops. TEAM workshops are designed to provide comprehensive information on AOT's matching grant program and the applications process. To further assist communities and organization with their tourism planning and development, this year's workshop will also include information on how to develop a marketing plan. AOT offers the opportunity to attend a workshop in one of five Arizona communities: Phoenix, Sierra Vista, Kingman, Flagstaff, and Show Low. Workshop attendance is mandatory for those organizations who wish to apply for matching grant funding for FY 2008. To RSVP for a workshop, please contact Sarah Martins at 602-364-3687 or via email at smartins@azot.gov. Please see below dates and locations, more information to follow.

Phoenix
Tuesday, February 13, 2007
9 a.m. – 12 p.m.

Sierra Vista
Thursday, February 15, 2007
1 p.m. – 3 p.m.

Kingman
Tuesday, February 20, 2007
1 p.m. – 3 p.m.

Flagstaff
Thursday, February 22, 2007
1 p.m. – 3 p.m.

Show Low
Tuesday, February 27, 2007
12 p.m. – 2 p.m.

Arizona Game and Fish Department Sponsors “Economic Benefits of Nature” Tourism Workshop

Did you know the total annual economic effect of wildlife viewing in Arizona is \$1.5 billion? That includes more than \$820 million in retail sales. In fact, watchable wildlife recreation generates more than 15,000 full- and part-time jobs in our state. Nature tourism is one of the fastest growing segments of the tourism industry and watchable wildlife participants in Arizona outnumber the combined populations of Montana and Wyoming. Therefore, the Arizona Game and Fish Department is excited to sponsor “*How You and Your Community Can Profit from Nature Tourism.*” The workshop will be presented by Watchable Wildlife, Inc., a national nonprofit organization that helps communities capitalize on their natural assets to improve the local economy. Topics of the workshop will include: the impact nature tourism has on state and local economies; how to promote wildlife tourism and build community support; and how to build a planning team to ensure successful implementation of nature tourism efforts. The clinic has been conducted from Iowa to Russia with positive results. For more information, contact Joe Yarchin at (602) 789-3589 or via email at jyarchin@azgfd.gov.

When: January 26, 2007, 9 a.m. – 5 p.m.
Where: La Quinta Inn, 2510 W. Greenway Road, Phoenix, AZ 85023
Cost: \$35 includes materials, snacks and lunch
Maximum attendance: 50 people

Industry News

Save the Date: Arizona Tourism Unity Dinner Wednesday, March 28, 2007, 5:30 p.m.- 9:00 p.m.

The Arizona Tourism Alliance will host the 3rd Annual Arizona Tourism Unity dinner in Phoenix on Wednesday, March 28, 2007 at the Arizona Biltmore Resort and Spa’s Frank Lloyd Wright Ballroom from 5:30 p.m. – 9:00 p.m. This elegant evening will bring together both public and private sector organizations statewide to celebrate unity within the tourism industry and honor

individuals for their extraordinary support and service to Arizona's travel and tourism industry. The night will start off with a reception and silent auction from 5:30 p.m. – 7:00 p.m. The dinner and program will begin at 7:00 p.m. Mark your calendars and join in this valuable opportunity to celebrate our support for Arizona tourism and its leaders. For more information on sponsorship opportunities and guidelines for silent auction donations, visit http://aztourismallicance.org/uni_events.htm#Unity.

New way to enjoy museums and attractions of Greater Phoenix

Now there's a whole new way to enjoy the museums and attractions of the Greater Phoenix regions: **The ShowUp NOW Pass**. Available on-line at www.ShowUpNowPass.com, the pass offers visitors the ability to buy a package of museum admissions—including a one-, two- or three-day pass providing unlimited access to many of the region's museums and cultural attractions, as well as choices based on individual interests, such as: Uniquely AZ, Kids & Family, or any combination the user wishes. Whichever the user chooses, the pass is printed at home and comes with a downloadable map highlighting the location of the participating museums and attractions. Specific pricing of the ShowUp NOW Pass will vary, depending on the season and the participation of museums and attractions. A One-Day Pass unlimited visitation pass sells for \$24 per adult, \$14 per child. Soon, the pass will be available for purchase locally from the concierges at many hotels, resorts, and visitor centers. The ShowUp Now Pass is a collaborative enterprise among ShowUp.com, their member organizations, the Arizona Office of Tourism, and the destination marketing organizations of Phoenix, Scottsdale, Mesa, Tempe, Glendale, Chandler and Fountain Hills.

Forbes.com Unveils High-end Travel Site

Forbes.com has launched a new luxury travel guide and planning destination. In addition to articles, the new site features airfare and lodging searches powered by SideStep, which recently unveiled a syndication platform with ForbesTraveler.com as its first partner. SideStep is including only four and five star hotels in search results driven through the Forbes site. Forbes will sell ads on the SideStep search results pages originating from ForbesTravel.com. Reviews from Mobil Travel Guides and Frommer's Travel Guides travel tools and advice from globetrotting CEOs and hotel concierges can also be found. At a time when social networking and CGM tools are all the rage, Forbes has chosen to tread lightly when it comes to user-generated reviews and the like. "We're not convinced that our user base will be as predisposed to consumer generated media -- either creating it or reading it.... I'm not sure a senior business decision maker is really going to stop and sit and write 500 words on their trip to Bali," suggested Forbes.com's Spanfeller. Even so, the new travel site is using a regular column to feature travel tales sent in from readers as a social tools trial. (Source: ClickZ.com)

Discover America Partnership Retains Tom Ridge

The newly launched Discover America Partnership announced Wednesday that it has retained Tom Ridge, the first secretary of the Department of Homeland Security and former governor of Pennsylvania, to evaluate the U.S. entry process and propose strategies for striking a better balance between secure borders and open doors. He will work with the partnership on a variety of projects, including a study of best practices among other countries for balancing security and open borders, an assessment of U.S. border and facilitation issues, and an analysis of the U.S. visa process and its effect on America's economy. (Special to TA: Page A27, Washington Post)